

Message Text

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PAGE 01 TEHRAN 05864 220848Z

12

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UNCLAS TEHRAN 5864

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TAGS: BGEN

SUBJECT: COMMERCE ANTI-RECESSION EXPORT CAMPAIGN

REF: STATE A-2778

1. ASSESSMENT OF POTENTIAL IN IRAN FOR ABSORBING ADDITIONAL IMPORTS OF U.S. PRODUCTS AFFECTED BY RECESSION FOLLOWS. WE PERCEIVE NO PARTICULAR DIFFERENCES IN SHORT AND MEDIUM TERM POTENTIAL:

A. CAPITAL GOODS

(1) HIGHEST EXPORT POTENTIAL

ELECTRONIC COMPONENTS & ACCESSORIES

REFRIGERATION MACHINERY

TEXTILE MACHINERY

ELECTRICAL G&D EQUIPMENT

AUTOMATIC ACCESSORIES

ENGINES & TURBINES

FARM MACHINERY

COMPRESSORS

BUILDING & CONSTRUCTION MACHINERY

(2) GOOD EXPORT POTENTIAL

ELECTRICAL TESTING EQUIPMENT

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PAGE 02 TEHRAN 05864 220848Z

METAL WORKING MACHINES & MACHINE TOOLS

METAL STAMPINGS
PLUMBING & HEATING SUPPLIES
VALVES, PIPES & PIPE FITTINGS

(3) LITTLE EXPORT POTENTIAL
RADIO & T.V. RECEIVING EQUIPMENT
INTERNAL COMBUSTION ENGINES
FARM WHEEL TRACTORS
SELF-PROPELLED COMBINES
PUMPS
CHEMICAL PROCESSING MACHINES

(4) PROHIBITED
LIGHT FIXTURES

B. CONSUMER GOODS

(1) HIGHEST EXPORT POTENTIAL
TOYS
TEXTILE FABRICS(SYNTHETICS)

(2) GOOD EXPORT POTENTIAL
SILVERWARE
HOUSEHOLD OVERALL APPLIANCES
ELECTRIC HOUSEWARES & FANS
HOUSEHOLD FURNITURE (CKD)
HOUSEHOLD LAUNDRY & REFRIGERATORS

(3) LITTLE EXPORT POTENTIAL
WATCHES, CLOCKS & WATCH CASES
CUTER, HARDWARE & HAND TOOLS
SPORTING & ATHLETIC GOODS
OPTICAL GOODS

(4) PROHIBITED
COSTUME JEWELRY
JEWELRY
OFFICE FURNITURE(METAL)
MENS & BOYS WEAR/WOMAN, MISSES & CHILDREN'S WARE

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PAGE 03 TEHRAN 05864 220848Z

2. ALL IMPORTS IN THE NEXT 18-36 MONTH PERIOD WILL BE SUBJECT TO TRANSPORTATION PROBLEMS, INCLUDING LONG TURN AROUND TIMES IN PORT(SHIPS ARE NOW WAITING IN KHORRAMSHAH AS LONG AS 75 DAYS) AND CONSEQUENT HIGH SURCHARGE RATES-50 TO 60 PERCENT AT PRESENT. PROSPECT FOR ALLEVIATING THE SHIPPING BOTTLENECK, CAUSED PROMARILY BY INSUFFICIENT ONWARD TRANSPORTATION FROM PORT SITES, ARE NOT GOOD IN THE INTERIM. ALTERNATE ROUTES BY TRUCK FROM EUROPE THROUGH TURKEY ARE ALSO GREATLY BACK

LOGGED.

3. IT SHOULD BE NOTED THAT MANY OF THE PRODUCTS LISTED, ESPECIALLY ON THE CONSUMER SIDE, HAVE VERY HIGH DUTY RATES. ALTHOUGH THE TREND IN CUSTOMS IS REDUCTION IN DUTY, IT IS UNLIKELY THAT INTERIM REVISIONS WILL BE MADE BEFORE ANNOUNCEMENT OF THE MARCH 1976 IRAN NEW YEAR TARIFF SCHEDULE.

4. ACTIVE, AGGRESSIVE, AGENTS/DISTRIBUTORS ARE CRUCIAL TO SUCCESSFUL MARKETING AT THIS TIME IN IRAN.
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